PASSPORT - PERFORMANCE ESTIMATE

- London CMA population: 290,500

  Ontario population: 8,815,900

  London % of Ontario population: 3.30%

Assuming Population Share Equals Cigarette Share:

MIDAS INDUSTRY SALE

CIGARETTE MARKET

	JUNE *	JULY	AUG	SEPT **	OCT	NOV
Ontario (000,000)	2,494	1,221	2,665	1,119	1,494	1,588
London (000)	82.302	40.293	87.945	36.927	49.312	52.424
Passport	.20	.80	1.0	.60	.40	.50
Estimated Share for Passport in London	.24%	1.99%	1.14%	1.62%	.81%	.95%

* June 1984 - Industry price increase.

** 1st Week of Sept 1984 - Federal tax increase, with an August load.

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Source: https://www.industrydocuments.ucsf.edu/docs/pnhj0004